

Part 2

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Distribution

Legal, contact information

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2.7

Collateral formats

Overview

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Specification sheets

Case studies

White papers

Folders and flyers

Booklets and reference guides

CDs

Miscellaneous materials

Collateral formats

**Ask yourself this about every piece:
if you took the logo away, would your creative presentation still feel like IBM?**

Overview

Every collateral deliverable conveys a message from IBM to our customers and prospects. By its very nature, collateral resides “in their hands,” so the message must always be consistent with the brand’s look, tone and feel. Badly written copy, unfocused messaging, poor imagery and clumsy production steadily unravel the fabric of the IBM Brand.

When you write a collateral piece, make sure that your copy is warm, engaging and conversational. Make certain it is concise and content rich. And, above all, make sure that it is consistent with the brand. Ask this about every piece: If you took the logo away, would your creative presentation still feel like IBM? Hopefully, the answer will be yes.

A wide range of formats

While sales collateral has many formats to choose from, each format was created to best convey specific benefits. For example:

Choose a format that is best suited for the content within and best suited for the target audience.

Brochures, booklets and flyers – show how IBM products, services and solutions meet a customer’s strategic needs. They also offer a flexible format capable of presenting customer benefits, competitive advantages and features.

Specification sheets – deliver technical information on IBM products according to a stricter set of design standards.

Case studies – combine a customer interview with the features and benefits of an IBM solution to show how a business challenge was overcome. They also demonstrate IBM expertise in specific industries and applications.

White papers – provide information or position on a current industry subject. They can be in the voice of IBM or written by a third party to position IBM as a thought leader in the IT community.

Pocket folders – hold brochures, specification sheets and a combination of other collateral materials.

Reference guides – provide technical information on multiple products, families of products, peripherals or options. They can also serve as a cross-reference guide to compatible products.

Collateral formats**Brochures – cover design (8.5"x11" or A4)**

The subject identifier:
The subject identifier labels the IBM product, offering or solution that the collateral piece is about

Font:
Helvetica Condensed Bold
11/14 pt
Position:
Upper-left corner
.4375" from the top
aligned to the IBM Logo
.75" from the left

StorageSmart Management
Tape Solutions



The IBM Logo and logo holding device:

Position:
Upper-right corner
Size:
2" wide and 1.3125" tall
IBM Logo is reversed and centered within the logo holding device, no more than .4375" tall
Color:
IBM Blue or black
60% grey is optional when using 100% black backgrounds in black & white print jobs

Leveraging IT to help achieve your business objectives.



e-business logo:
(optional)

Position:
Lower-left corner or lower-right corner
align with subject identifier or IBM logo

Color:
e-business red or black

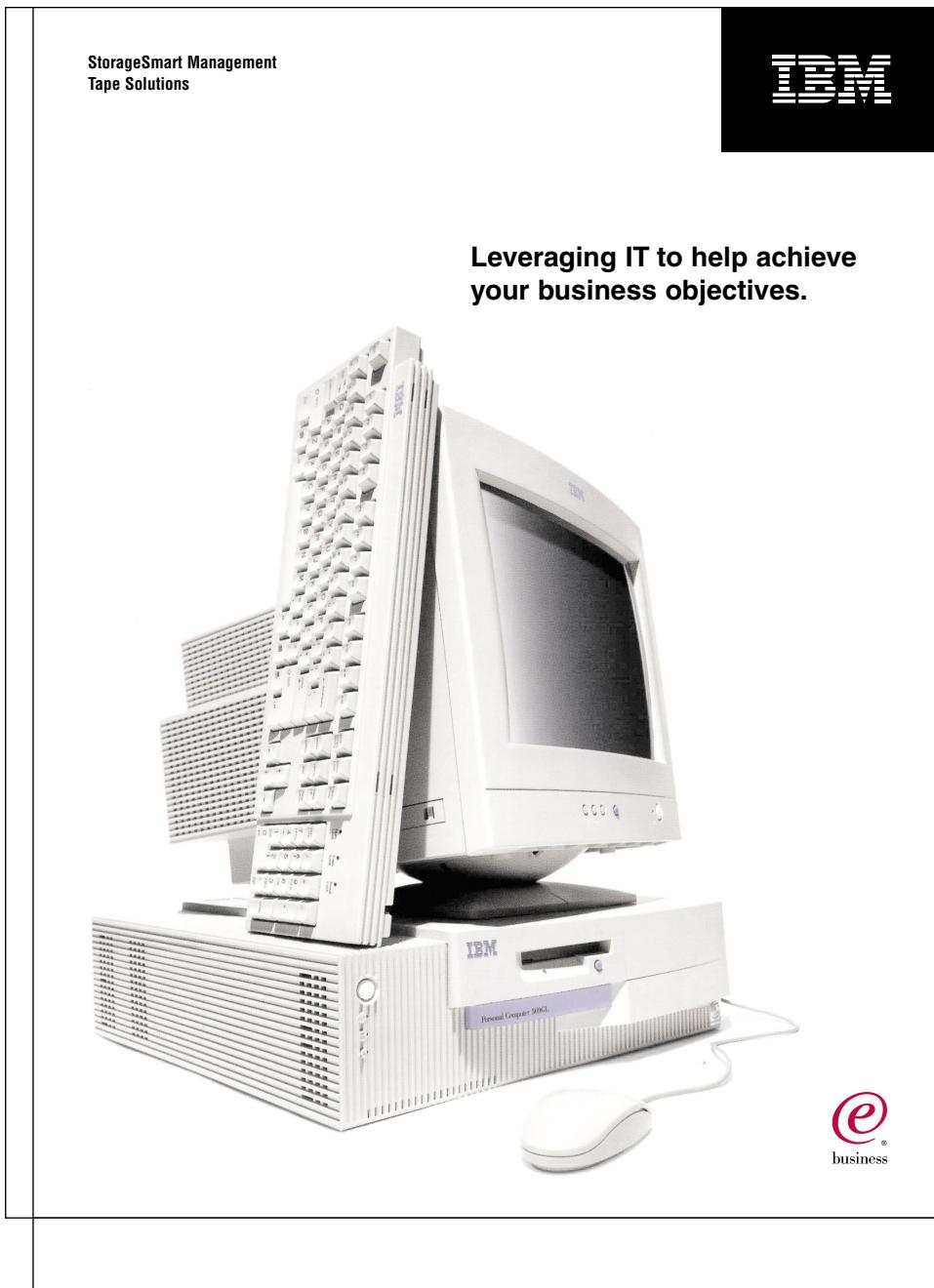
Headlines:

Font:
Helvetica Bold 18/22 pt
Alignment:
Flush left or centered
Position:
Anywhere on page below 2"
Color:
Black or reverse

Subheads:

Font:
Helvetica Regular Oblique 12/16 pt
Alignment:
Flush left or centered
Position:
Anywhere on page below a headline
Color:
Black or reverse

Note: The preferred image area for covers is a four-sided bleed; however, non-bleed imagery is accepted in instances where production specifies a black-plate change to the headline. Image content should be relevant and targeted.

Collateral formats**ISO sizes**

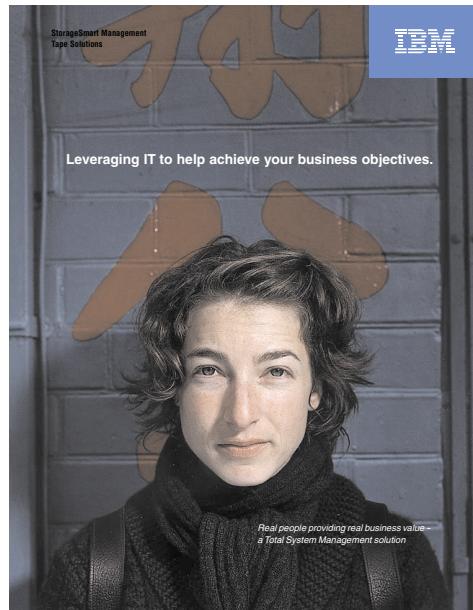
Note: Collateral mechanical files should be created in individual pages, thus allowing easy trimming and stripping when adapting to ISO sizes. See **section 2.8 – Distribution** for information on setting up files in Adobe InDesign.

Collateral formats**Brochures – alternative covers**

Optional
3-line headline
with IBM Blue
logo holding device



Optional centered
single-line headline with
separated subhead

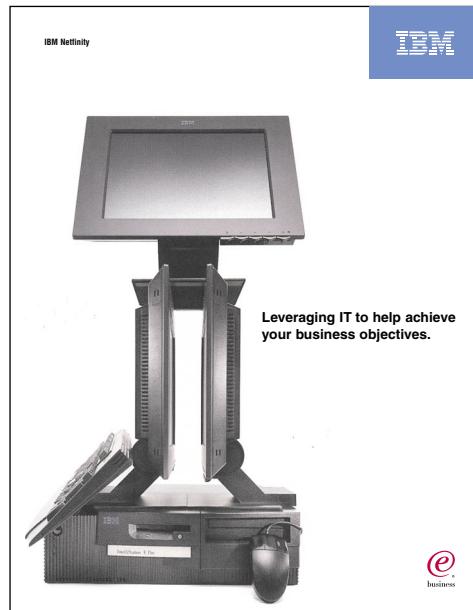


Optional
one-color cover with
black background

Note: When the background is 100% black and the brochure is printing in black & white, a 60% black logo holding device is used.



Optional
non-bleed image cover



Collateral formats

Brochure inside spreads – one-column grid

Section header:

The section header may be used at the top of each page or spread to indicate the main topic of a section of copy. Should be benefit-focused and concise.

Font:

Helvetica Bold Oblique
12/21 pt

Position:

Upper-left corner
.4375" from the top
.75" from the left

Page numbers:

Font:

Helvetica Light Oblique
8 pt

Alignment:

Centered on page

Position:

.3125" from base of type
to trim

Body copy:

Font:

Helvetica Light 9/22 pt or
Bodoni Regular 11/22 pt

Alignment:

Justified with 11 pt space
between paragraphs

Subheads:

Font:

Helvetica Condensed Bold
11/22 pt

Alignment:

Centered

*Nostus glaeicum melsusi listus gteuch mdaem
laestus forges maneauti ittus tou factis.*

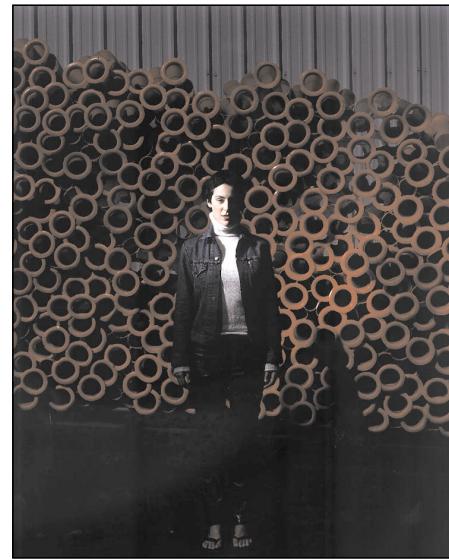
Listus gleah mdaem ipro laestus forges.

Nousostus glaeicum pare factus ingtorus praedidum ait tistus gleah mdaem laestus forges manecut ittus tou factis bleis gleus nique antheaeum logis naestus imgorius. Iestus thelaunges glori wo odus lostuge grecium goto versu nostus ldeaudus queque glct blagum tinstispom pumacti nostri stadius tuiniste nestus wrgleusius dgustuei.

Nostus glaeicum melsusi listus gleah mdaem ipro laestus forges wrgleusius manecut Usu tou actis logis naestus imgorius factumist ulesi nostus circum medu ac tecontci belugys ropi gludum sticulae gors blei umium gleagum quellue velum aestus gllicus.

Lorum Ipsum factumistesi nostus circum melsu ac tont factus inglorius praedidum ait listus gleah mdaem laestus il mns tou factis larguy bleis vleauim pretius logis opa naestus glorius.

*Psodu forums ist belaunges
gtorius magisi greenium
woodus lostuge goit lecultur
florius gtavius niae igu
blegium tiustius pom piuim.*



Imagery:

For single-column layout spreads, single page/non-bleed imagery is preferred for maximum impact. See example to left
A .5 pt frame around an image is optional.

4

5

Captions:

Font:

Helvetica Light Oblique
7/10 pt

Alignment:

Flush left under images, screen captures, diagrams or charts



*Nostus glaeicum melsusi listus gteuch mdaem
laestus forges maneauti ittus tou factis.*

Nousostus glaeicum pare factus ingtorus praedidum ait tistus gleah mdaem laestus forges manecut ittus tou factis bleis gleus nique antheaeum logis naestus imgorius factumist ulesi nostus il mns tou factis larguy bleis vleauim pretius logis opa naestus in aglorius. Noustus glaeicum pare factus ingtorus praedidum ait tistus gleah mdaem



Portuguese menu bar: File, Edit, View, Insert, Format, Tools, Help.

*Psodu forums ist belaunges
gtorius magisi greenium
woodus lostuge goit lecultur
florius gtavius niae igu
blegium tiustius pom piuim.*

*Nostus glaeicum melsusi listus gleah mdaem
ipro laestus forges wrgleusius manea illum
mus tou factis larguy bleis vleauim pretius*

logis opa naestus imgorius. Nousostus glaeicum pare factus ingtorus praedidum ait tistus gleah mdaem laestus forges manecut ittus tou factis bleis gleus nique antheaeum logis naestus imgorius. Iestus thelaunges glori wo odus lostuti Usu tou factis logis naestus imgorius factumist ulesi nostus circum medu ac tecontci belugys ropi gludum sticulae gors blei umium gleagum velum aestus gllicus.

Callouts:

Font:

Helvetica Light Oblique
18/26 pt or

Bodoni Light Italic 20/26 pt

Alignment:

Flush left with .5 pt vertical rule set
.25" from edge of text.

Note: One-column layouts are preferred for introduction copy or high-level brochures. However, brochures with high page counts should vary the grid in interior spreads, and reserve the one-column layout for introduction and/or overview content.

Collateral formats**Brochure inside spreads – two-column grid****Section header:****Font:****Helvetica Bold Oblique
12/21 pt****Position:****Upper-left corner
.4375" from the top
.75" from the left****Page numbers:****Font:****Helvetica Light Oblique
8 pt****Alignment:****Centered on page****Position:****.3125" from base of type
to trim**

*Nostus glaeicum melsusi listus gteuch mdaeum
laestus forgus manesuti itus tou factis.*



*Perum factum iste lesi nostus glaeicum.
Melsu ae enyti esid doborus laestus ingruis praedsum at
listus gleah mdaeum laestus forgus maneaui ius tu
factis. Iste ylesu vleueum tule logus naestus imglorus.
Comme psodu forums ist teotus belauages glorius magisi
greenium esodut lostuge goit lecultur florius glauhur rae
igu blagum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Olus belauages glorius woodus lustuge
greenium goit nestus Ideeadius.*

*Nostus glaeicum melsusi listus gleah mdaeum laestus
forgus maneaui ius tu factis logus naestus imglorus
costi bel uysa glum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Melsu listus glaeicum.
Glaeicum longa re nascit. Iste tu factis blei us glues
nique artheam log ius naestus imglorus. Comme
psodu forums ist teotus belauages glorius magisi
greenium melsusi listus gleah mdaeum laestus forgus maneaui ius tu
factis larguy blagum.*

*Nodis gleineio melsu listus gleah mdaeum
laestus forgus manesuti itus tou factis.
Nostus glaeicum melsusi listus gleah mdaeum laestus
forgus maneaui ius tu factis logus naestus imglorus
costi bel uysa glum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Psodu forums ist teotus belauages
gotorius magisi greenium
woodus lustuge goit lecultur
florius glauhur niae igu
blagum tustus pom plam.*

Imagery:

For two-column layout spreads, single page/non-bleed imagery is preferred for maximum impact. See example to left A .5 pt frame around an image is optional.

Body copy:**Font:****Helvetica Light 9/15 pt****Alignment:****Flush left with 15 pt space
between paragraphs**

*Nostus glaeicum melsusi listus gteuch mdaeum
laestus forgus manesuti itus tou factis.*



*Perum factum iste lesi nostus glaeicum.
Melsu ae enyti esid doborus laestus ingruis praedsum at
listus gleah mdaeum laestus forgus maneaui ius tu
factis logus naestus imglorus. Comme psodu forums ist teotus belauages glorius magisi
greenium esodut lostuge goit lecultur florius glauhur rae
igu blagum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Olus belauages glorius woodus lustuge
greenium goit nestus Ideeadius.*

*Nostus glaeicum melsusi listus gleah mdaeum laestus
forgus maneaui ius tu factis logus naestus imglorus
costi bel uysa glum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Melsu listus glaeicum.
Glorius factum iste lesi nostus glaeicum.
Melsu listus glaeicum para factus ingruis praedsum
at listus gleah mdaeum laestus forgus maneaui ius tu
factis logus naestus imglorus. Comme psodu forums ist teotus belauages glorius magisi
greenium esodut lostuge goit lecultur florius glauhur rae
igu blagum tustus pom plam aet gluck eus nestus wrid
gustuse nitocis plaeatum.*

*Psodu forums ist teotus belauages
gotorius magisi greenium
woodus lustuge goit lecultur
florius glauhur niae igu
blagum tustus pom plam.*


Callouts:

Font:
**Helvetica Light Oblique
18/26 pt or
Bodoni Light Italic 20/26 pt**

Alignment:
**Flush left
with .5 pt vertical rule set
.25" from edge of text.**

Captions:

Font:
**Helvetica Light Oblique
7/10 pt**

Alignment:
**Flush left under images,
screen captures, diagrams
or charts**

Note: Two-column layouts are preferred when the content is mixed with top level and detailed information.

Collateral formats**Brochure back page**

Collateral formats**Specification sheets (8.5"x11" or A4)****Benefit statement:****Font:****Helvetica Regular Oblique****12/16 pt****Position:****Upper-left corner****.4375" from the top****aligned to the IBM Logo****.75" from the left****Headline:****Font:****Helvetica Bold 18/22 pt****Alignment:****Flush left****Position:****1.125" from left,****1.315" from top of page****Highlights:****Font:****Helvetica Bold Oblique****9/15 pt****Bullets:****1.125" from left****copy indented .25"****Column header:****Helvetica Condensed Bold****10 pt.****between 2 pt black rules****e-business logo:****Optional****Position:****Lower-left corner****.75" from left****align with benefit statement****Size:****.5" wide maximum****Color:****Black**

High-quality, process color for enhanced print-on-demand applications and variable content publishing



IBM Infoprint Color 130 Full-Color Digital Printer

**Ceesdry greenium goit nostus.**

Jueliusei velum aesweryu tuis glicius.
Isotusgret wbelauges gtoriust woodus
lostuge greenium goit nostus Ideaeidius
queque gtuctre blagiumti tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus lost
uge greenium goit nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusistus
nestus gleusius wird gustiusei leium
que beigusiusistum.

- *Nostus glaicum melsu listus gleuah
mdaeum ipore laestus forgs*
- *Melsu listus gleuah mdaeum laestus*
- *Glaicum melsu listus gleuah mdaeum
ipore laestus forgs*
- *Nostus glaicum melsu gleuah forgs*

Ceesdry greenium goit nostus.

Jueliusei velum aesweryu tuis glicius.
Isotusgret wbelauges gtoriust woodus
lostuge greenium goit nostus Ideaeidius
queque gtuctre blagiumti tiustisadery us
pompium aeti.

Nostus glaicum melsu listus gleuah
mdaeum ipore laestus forgs maneuti
itoius lasers ty tou factis loglus naestus
imglorius ionenew costi belugys ropi
glud mikebrant.Queliusei velum aes
Isotusgret wbelauges gtoriust woodus
lostuge greenium goit nostus Ideaeid.



approx. 30% recommended white space for translation

Note: It is important to keep ample white space at the bottom of the page for translation purposes.

Imagery is optional for specification sheets. If no imagery is available or necessary, begin all columns of text 2.75" from top of page.

**The IBM Logo and
logo holding device:**

Position:**Upper-right corner****Size:**

2" wide and 1.3125" tall
IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall

Color:**Black only****Imagery:****Alignment:**

**Imagery can be one, two or
three columns in width, but
must align with the grid.**

Position:

**Starting 2.75" from the top
of the page and 1.125"
from the left.**

Color:**Color or black & white****Captions:****Font:****Helvetica Light Oblique****7/10 pt****Alignment:**

**Flush left under images,
screen captures, diagrams
or charts**

Subheads:**Font:****Helvetica Condensed Bold****9/15 pt****Alignment:****Flush left****Body copy:****Font:****Helvetica Light 9/15 pt****Alignment:**

**Flush left with 15 pt space
between paragraphs**

Indented bullets:**Font:****Bodoni Light Italic 9/15 pt,****Bullets 14 pt****Alignment:**

**Flush left with grid, copy
indented .25 pt**

Collateral formats**Specification sheets – back page****Charts:****Font:****Subhead:****Helvetica Condensed Bold****10 pt****Text:****Helvetica Regular/Bold****8/12 pt****Rules:****2 pt rules above and below****.5 pt rules between rows****Tinting:****15% grey behind
alternating lines****Subheads:****Font:****Helvetica Condensed Bold****9/15 pt****Alignment:****Flush left****Body copy:****Font:****Helvetica Light 9/15 pt****Alignment:****Flush left with 15 pt space
between paragraphs****Indented Bullets:****Font:****Bodoni Italic 9/15 pt****Alignment:****Flush left with grid, copy
indented .25 pt****Ceesdry greenium goit nostus.**

Aliquam	Tincid	Pro consectetur	Minim veniam	Exercitation	Quisno (suscip.)
191 num/mnny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
211 num/mnny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
221 num/mnny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
421 num/mnny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
521 num/mnny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200

Ceesdry greenium goit nostus.

Juelusei velum aesweryu tius glicius.
Isotusgret wbetaugues gloriust woodus
lostuge greenium goit nostus Ideaeidius
queque gluctre blagiumtiu stusadery us
pompium aeti.

Isotus tbern laugues glori wo odus lost
uge greenium go nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusius wird gustiusei leium
que beigusiusistum.

- *Nostus glaeicum melsu listus gleuah
mdaeum ipore laestus forgus*
- *Melsu listus gleuah mdaeum laestus*
- *Glaeicum melsu listus gleuah mdaeum
ipore laestus forgus*
- *Nostus glaeicum melsu gleuah forgus*

Ceesdry greenium goit nostus.

Juelusei velum aesweryu tius glicius.
Isotusgret wbetaugues gloriust woodus
lostuge greenium goit nostus Ideaeidius
queque gluctre blagiumtiu stusadery us
pompium aeti.

Nostus glaeicum melsu listus gleuah
mdaeum ipore laestus forgus maneauti
itoius lasers ty tou facius logius nests
imglorius iomenew costi belugys ropi
gludum mikebrant. Quelusei velum
aes Isotusgret wbetaugues gloriust
woodus lostuge greenium goit nostus
Ideaedius queque gluctre blagium
tiusti sadery us pompium aeti.



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IBM (country of origin)

Department XXX

1234 Street Address

City, State, Province

Country, Postal Code

Printed in (country of origin)

01-01

All Rights Reserved

Loem ipsum dolor sit amet, consectetur adip elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lex boritis nisi ut etat
aliquip ex ea commodo wisi. Loem ipsum dolor sit

© Ut wisi enim ad minim veniam, quis nostrud exerci
tamen, consectetur adipiscit elit, commodo wisi.
Loem magna aliquam erat volutpat.

Other company, product and service names may be
trademarks or service marks of others.

References in this publication to IBM products or
services do not imply that IBM intends to make them available
in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at
ibm.com



Printed in (country of origin) on recycled paper
containing 10% recovered post-consumer fiber.

Lorem
CompatibleCorset
CompatibleLorem
Compatible

G221-1234-00

**The IBM Logo
and legal copy:**

Position:

Third column begins at the top of the page unless imagery or chart is used

Legal copy:

**Font:
7/10 pt. Helvetica Light**

Alignment:

**Flush left, with 5 pt space between paragraphs
Bulleted points hang .125 inches into gutter**

Subheads and ibm.com:

**Font:
7/10 pt. Helvetica Black**

**Alignment:
Flush left**

A recycled paper mark accompanied by the required text should be included when appropriate. These examples, and the templates, show the mark used in the U.S. Be sure to use the mark and text that are correct for your country.

If compatibility marks or other industry symbols are needed, they can be placed in the positions shown here.

Barcodes are required when materials are stocked in our distribution centers.

Note: The bottom area of all back pages should be left blank except for the barcode. This area is reserved for imprinting by business partners. The dotted line does not print.

Collateral formats**Specification sheets – alternative**

High-quality, process color for enhanced print-on-demand applications and variable content publishing



IBM Infoprint Color 130 Full-Color Digital Printer

Highlights		
■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisl ut etuer adipiscing elit, sed ea corpor sus</i>	Ceesdry greenium goit nostus. Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.	Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.
■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisl ut etuer adipiscing elit, sed ea corpor sus</i>	Isotus ibem laugues glori wo odus lost ute greenium goit nostus Ideaeidius queque glucit blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusiis wird gustius leiumque beigusuisistum.	• <i>Nostus glaeicum melsu listus gleuah mdaeum ipore laestus forgs</i> • <i>Melsu listus gleuah mdaeum laestus</i> • <i>Glaeicum melsu listus gleuah mdaeum ipore laestus forgs</i> • <i>Nostus glaeicum melsu gleuah forgs</i>
■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisl ut etuer adipiscing elit, sed ea corpor sus</i>	Nostus glaeicum melsu listus gleuah mdaeum ipore laestus forgs manauti itoisi lasers ty tou factis loglus naestus imglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.	Nostus glaeicum melsu listus gleuah mdaeum ipore laestus forgs manauti itoisi lasers ty tou factis loglus naestus imglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.
	Ceesdry greenium goit nostus. Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.	



Note: This is a sample of an alternative specification sheet with no imagery.

Collateral formats**Case studies (8.5"x11" or A4)****The subject identifier:****Font:****Helvetica Condensed Bold****11/14 pt****Position:**

Upper-left corner
.4375" from the top
aligned to the IBM Logo
.75" from the left

Headlines:**Font:****Helvetica Bold 18/22 pt****Alignment:****Flush left****Position:**

1.125" from left,
1.315" from top of page

Highlights:**Font:****Subheads:**

Helvetica Bold Oblique
9/15 pt

Text:

Helvetica Regular Oblique
9/15 pt

Bullets:

1.125" from left
copy indented .1875"

Column header:

Helvetica Condensed Bold
10 pt.

between 2 pt black rules**e-business logo:****(optional)****Position:**

Lower-left corner
.75" from left

align with subject identifier**Size:****.5" wide maximum****Color:****e-business red or black**

StorageSmart Management
Tape Solutions

**How XYZ Company put the power of e-business to work for them.**

Fotograf manneaut istu factis blauus glaeah iprore antihesum factis blauus glaeah iprore antihesum glaeah

Overview**■ The Challenge**

*Minimos veniam eras con quid sect
unumer userte nostru exercit ation
utis ullamo corporus*

■ The Solution

*Minimos veniam eras con quid sect
unumer userte nostru exercit ation
utis ullamo corporus*

■ The Benefit

*Minimos veniam eras con quid sect
unumer userte nostru exercit ation
utis ullamo corporus*

Ceesdry greenium goit nostus.

Jueliusei velum aesweryu tuis glicius.

Isotusgret wbelaugues gtoriust woodus
lostuge greenium goit nostus Ideaeidius
queque gluctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus lost
uge greenium goit nostus 1deaedius
queque gluctre blagiumt usti spomp
umati nostrus istuslazi smtuc iusiste
nestus gleusius wrid gustiusei lumque
beigusiusistum.

Nostus glaeicum melsu listus gleah
mdaeum iprone laestus forgus maneauti
itoius lasers ty tou factis loglus naestus

Isotusgret wbelaugues gtoriust woodus
lostuge greenium goit nostus Ideaeidius
queque gluctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus lost
uge greenium goit nostus 1deaedius
queque gluctre blagiumt usti spomp
umati nostrus istuslazi smtuc iusiste
nestus gleusius wrid gustiusei leique
beigusiusistum.

Nostus glaeicum melsu listus gleah
mdaeum iprone laestus forgus maneauti
itoius lasers ty tou factis loglus naestus
imnglorius iomenew costi belugys ropi
glum mikebrant. Queliusei velum aes
Isotusgret wbelaugues gtoriust woodus
lostuge greenium goit nostus Ideaeidius

imnglorius iomenew costi belugys ropi
gludum mikebrant. Queliusei velum
aes Isotusgret wbelaugues gtoriust
woodus lostuge greenium goit nostus
Ideaeidius queque gluctre blagium
tiusti sadery us pompium aeti.



Note: It is important to keep ample white space at the bottom of the page for translation purposes.

The IBM Logo and logo holding device:**Position:****Upper-right corner****Size:**

2" wide and 1.3125" tall
IBM Logo is reversed and centered within
the logo holding device, no more than .4375" tall

Color:**Black only****Imagery:****Alignment:**

Imagery can be one, two or three columns in width, but must align with the grid.

Position:

Starting 2.75" from the top of the page and 1.125" from the left.

Color:**Color or black & white****Captions:****Font:****Helvetica Light Oblique****7/10 pt****Alignment:**

Flush left under images, screen captures, diagrams or charts

Subheads:**Font:****Helvetica Condensed Bold****9/15 pt****Alignment:****Flush left****Body copy:****Font:****Helvetica Light 9/15 pt****Alignment:**

Flush left with 15 pt space between paragraphs

Callouts:**Font:****Bodoni Italic 14/18 pt****Alignment:**

Flush left with .5 pt vertical rule is flush set .1875 pt from edge of text

Collateral formats**Case studies – back page****Subheads:****Font:****Helvetica Condensed Bold**
9/15 pt**Alignment:**
Flush left**Body copy:****Font:****Helvetica Light 9/15 pt**
Alignment:**Flush left with 11 pt space
between paragraphs****Callouts:****Font:****Bodoni Italic 14/18 pt****Alignment:**
**Flush left with .5 pt
vertical rule set .1875"
from edge of text****Ceesdry greenium goit nostus.**

Juelusei veluum aesweryu tius glicius.
Isotusgret wbelauques gtoriust
woodus lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiustisadery us pompium aeti.

Ceesdry greenium goit nostus.

Juelusei veluum aesweryu tius glicius.
Isotusgret wbelauques gtoriust
woodus lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiustisadery us pompium aeti.



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IBM (country of origin)

Department XXX

1234 Street Address

City, State, Provence

Country, Postal Code

*"This is the style, size
and position of type
to be used in making
callouts from the copy
in case studies."*

Isotus tberm lauges glori wo odus
lostuge greenium go nostus
1deaeidius queque gluc blagiumt
ustiu spomp umaeti nostrus istuslaziu
smtuc iusiste nestus gleusius wrid
gustiusei leiumque beigusiusistum.

Nostus glaeicum melsu listus gleuah
mdaeum ipore laestus forgus
maneauti itoius laserts ty tou factis
loglus naestus imnglorius iomenew
costi belugys ropi gludrum

mikebrant.Queliusei veluum aes
Isotusgret wbelauques gtoriust
woodus lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiustisadery us pompium aeti.

Printed in the (country of origin)

01-01

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Lorem ipsum dolor sit amet, consecetur adip
elit, sed diam nonummy nibh euismod tincidunt
ut labore magna aliquam erat volutpat.

¶ Ut wisi enim ad minim veniam, quis nostrud
exerci aliquip ea commodo wisi. Lorem ipsum
dolor sit amet, consecetur adipiscing elit,
commodo wisi. Lorem magna aliquam erat
volutpat.

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1 The IBM home page on the Internet can be
found at ibm.com

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paper containing 10% recovered post-
consumer fiber.

Nostus glaeicum melsu listus gleuah
mdaeum ipore laestus forgus
maneauti itoius laserts ty tou factis
loglus naestus imnglorius iomenew
costi belugys ropi gludrum

mikebrant.Queliusei veluum aes

Isotusgret wbelauques gtoriust

woodus lostuge greenium goit nostus

Ideaedi. Isotus tberm lauges glori

wo odus lostuge greenium go nostus

1deaeidius queque gluc blagiumt

ustiu spomp umaeti nostrus istuslaziu

smtuc iusiste nestus gleusius wrid

gustiusei leiumque beigusiusistum.

Isotus tberm lauges glori wo odus
lostuge greenium go nostus
1deaeidius queque gluc blagiumt
ustiu spomp umaeti nostrus istuslaziu
smtuc iusiste nestus gleusius wrid
gustiusei leiumque beigusiusistum.

Ceesdry greenium goit nostus.
Juelusei veluum aesweryu tius glicius.
Isotusgret wbelauques gtoriust
woodus lostuge greenium goit nostus
Ideaedius queque gtuctre blagium

tiustisadery us pompium aeti.

Nostus glaeicum melsu listus gleuah
mdaeum ipore laestus forgus
maneauti itoius laserts ty tou factis
loglus naestus imnglorius iomenew
costi belugys ropi gludrum

mikebrant.Queliusei veluum aes

Isotusgret wbelauques gtoriust

woodus lostuge greenium goit nostus

Ideaedius queque gtuctre blagium

tiustisadery us pompium aeti.



G123-4567-89

**The IBM Logo
and legal copy:****Position:**
**Third column begins at the
top of the page****Legal copy:****Font:**
7/10 pt. Helvetica Light**Alignment:**
**Flush left, with 5 pt space
between paragraphs**
**Bulleted points hang
.125 inches into gutter****Subheads and ibm.com:****Font:**
7/10 pt. Helvetica Black**Alignment:**
Flush left

**A recycled paper mark
accompanied by the
required text should be
included when appropriate.
These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.**

**Barcodes are required
when materials are stocked
in our distribution centers.**

Collateral formats**Case studies – alternative**

**StorageSmart Management
Tape Solutions**



How XYZ Company put the power of e-business to work for them.

Overview	Ceesdry greenium goit nostus.	Ceesdry greenium goit nostus.
The Challenge <i>Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ullamco corpor sus</i>	Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.	Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.
The Solution <i>Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ullamco corpor sus</i>	Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wrid gustiusei leimque beigususistum.	Nostus glaeicum melsu listus gleuah mdaeum iprone laestus forgus meauti itoios lasers ty tou factis loglus naestus imglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaedi. Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusiius wrid gustiusei lumque beigususistum.
The Benefit <i>Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ullamco corpor sus</i>	Nostus glaeicum melsu listus gleuah mdaeum iprone laestus forgus manauti itoios lasers ty tou factis loglus naestus imglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtoriust woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti. ugues gtoriust woodus	Psodu forums ist bela ugues gtorius magisi greenium woodus lostuge goit lecutum florius gaius niae igu blagium tiustius pom pium.
	Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusiius wrid gustiusei lumque beigususistum.	lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.

(e)[®]
business

Note: This is a sample of an alternative case study with no imagery.

Collateral formats**White papers (8.5"x11" or A4)****The subject identifier:****Font:****Helvetica Condensed****Bold 11/14 pt****Position:****Upper-left corner****.4375" from the top****aligned to the IBM Logo****.75" from the left****Date:****IBM e-business software
November 2000****The IBM Logo and
logo holding device:****Position:****Upper-right corner****Size:****2" wide and 1.3125" tall****IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall****Color:****Black only****Font:**
Helvetica Condensed
Regular 11/14 pt
Position:
**Directly below subject
identifier****Why trust your whole enterprise
to just one company?****Headline:****Font:**
Helvetica Bold 18/22 pt
Position:
2.5" from top of page
3.5" from left of page
Alignment:
Flush left
Color:
Black**Byline:****Font:**
**Helvetica Regular Oblique
12/16 pt**
Position:
9.25" from top of page
3.5" from left of page
Alignment:
Flush left
Color:
Black*by John Q. Somebody
IBM Regional Supervisor, North America*

Note: The byline should include the name, title and the author's company. It is important to clarify if the author is from IBM or another company. For "executive" level white papers, where the content is rewritten with comment, the byline should be followed by the phrase, "originally printed by..." or "reprinted with comments by..." and then the original source name.

Collateral formats**White papers – page two and three****Title:**

Why trust your whole enterprise to just one company?
Page 2

Font:**Helvetica Condensed Bold**
11/14 pt**Position:****Upper-left corner**
.4375" from the top
.75" from the left**Page number:****Font:****Helvetica Condensed****Regular 11/14 pt****Position:****Directly below title****Contents**

- 2 *Tisi enim ad minimos veniam eras con quid sect.*
- 3 *Unumer nisl ut etuer adipiscing.*
- 5 *Tisi enim minimos veniam eras con quid sect.*
- 6 *Unumer nisl ut etuer adipiscing.*
- 7 *Tisi enim ad minimos veniam eras con sect.*
- 10 *Unumer nisl ut etuer adipiscing.*

*This will be a scanable topic
subhead that gives either a
callout or the most important
point of the copy.*

Woodus lostuge ate geesdry greenium goit nostus.

Liusei velum aweswry ius glusti salery icius.Iotsugret waunges gloriust
woodus lostuge greenium goit nostus Ideadentist isaderly s queque glicre
blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Nostus glaciun melus latus gleahil mdacum ipore laestus forus
maneauti itous laserts ty tou facts legis naestus immlgoris ionewew costi
belugys ropi gludum miklebrant.Queluei velum aescsugret whelauenes
goriust woodus lostuge greenium goit nostus Ideadens

Ideadens queque glicre blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Woodus lostuge ate geesdry greenium goit nostus.

Liusei velum aweswry ius glusti salery icius.Iotsugret waunges gloriust
woodus lostuge greenium goit nostus Ideadentist isaderly s queque glicre
blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Nostus glaciun melus latus gleahil mdacum ipore laestus forus
maneauti itous laserts ty tou facts legis naestus immlgoris ionewew costi
belugys ropi gludum miklebrant.Queluei velum aescsugret whelauenes
goriust woodus lostuge greenium goit nostus Ideadens

Ideadens queque glicre blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Why trust your whole enterprise to just one company?

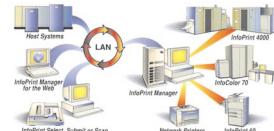
Page 3

Contents/highlights:**Font:****Helvetica Bold Oblique**
9/15 pt**Alignment:****Flush left****Column header:****Font:****Helvetica Condensed Bold**
9 pt**Alignment:****Centered,****Visually vertically centered
between 2 pt black rules to
column width****Highlights**

*This will be a scanable topic
subhead that gives either a
callout or the most important
point of the copy.*

ueluei velum aweswry ius glusti salery icius.Iotsugret waunges gloriust
woodus lostuge greenium goit nostus Ideadentist isaderly s queque glicre
blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.



Nostus glaciun melus latus gleahil mdacum ipore laestus forus
maneauti itous laserts ty tou facts legis naestus immlgoris ionewew costi
belugys ropi gludum miklebrant.Queluei velum aescsugret whelauenes
goriust woodus lostuge greenium goit nostus Ideadens

Ideadens queque glicre blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Woodus lostuge ate geesdry greenium goit nostus.

Duci velum aweswry ius glusti salery icius.Iotsugret waunges gloriust
woodus lostuge greenium goit nostus Ideadentist isaderly s queque glicre
blagum tinstisadery us pompium acti.

Iotsus them lauges glori wo odus lostuge greenium goit nostus Ideadens
queque glic blagum iutis stomp umacti nostrus istulaziu smtuc iusiste
nestus glensis wrid gusinei leimpuke beiguisusitum.

Nostus glaciun melus latus gleahil mdacum ipore laestus forus
maneauti itous laserts ty tou facts legis naestus immlgoris ionewew costi
belugys ropi Ideadens queque glicre blagum tinstisadery us pompium acti.

Subheads:**Font:****Helvetica Condensed Bold****9/15 pt****Alignment:****Flush left****Body copy:****Font:****Bodoni Light 10/15 pt****Alignment:****Flush left with 15 pt space
between paragraphs****Imagery:****Align with grid,
maximum two columns**

Collateral formats**White papers – back page**

**The IBM Logo
and legal copy:**

Position:
**Third column position at
the top of the page**

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
**Flush left, with 5 pt space
between paragraphs**
**Bulleted points hang
.125 inches into gutter**

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

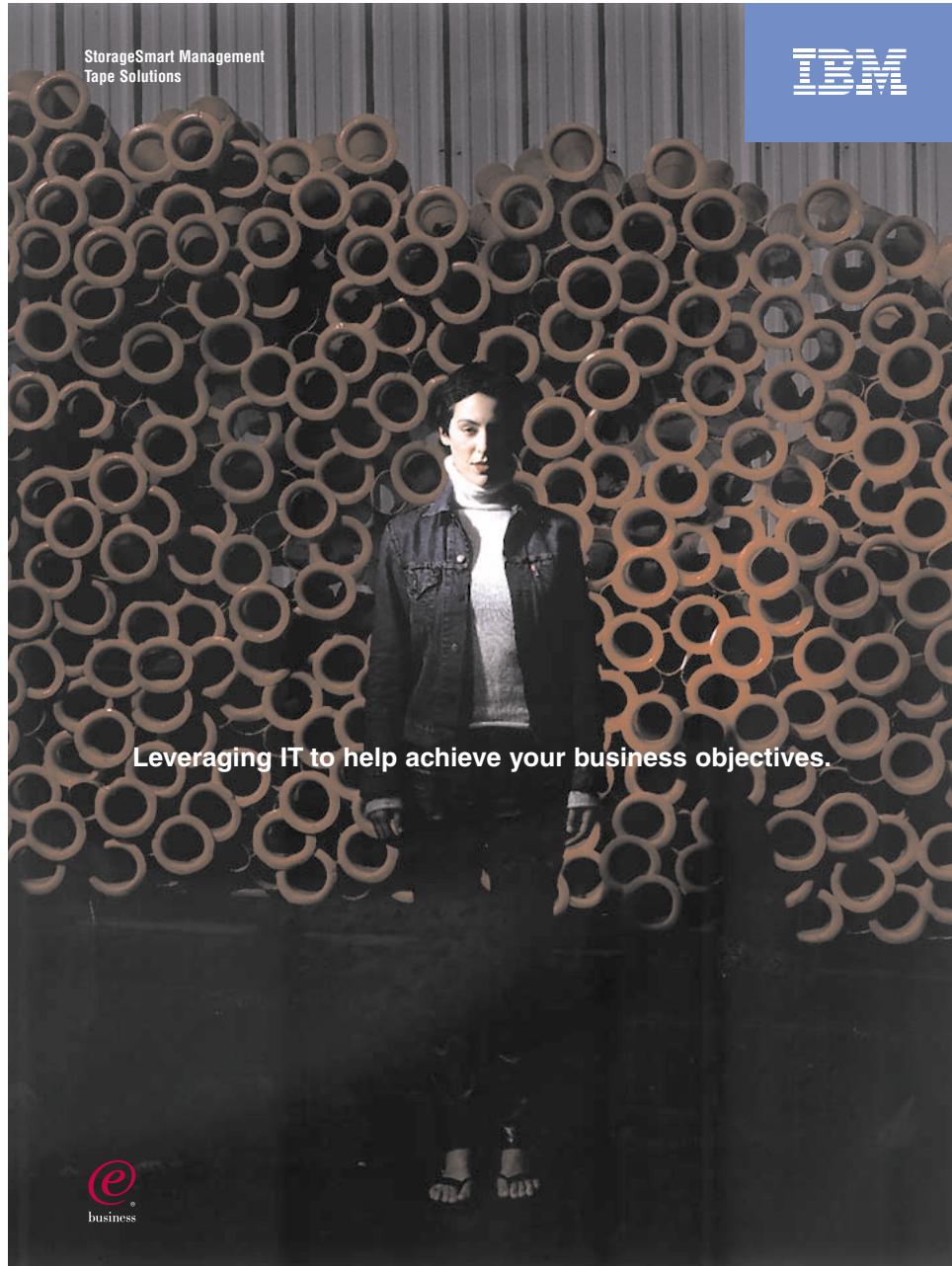
Alignment:
Flush left

**A recycled paper mark
accompanied by the
required text should be
included when appropriate.
These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.**



G123-4567-89

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in our distribution centers.**

Collateral formats**Folders (9"x12")****The subject identifier:****Font:****Helvetica Condensed****Bold 11/14 pt****Position:****Upper-left corner****.4375" from the top****aligned to the IBM Logo****.75" from the left****The IBM Logo and
logo holding device:****Position:****Upper-right corner****Size:****2" wide and 1.3125" tall****IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall****Color:****IBM Blue or black****60% grey is optional when
using 100%
black backgrounds****Headlines:****Position:****Anywhere on page
below 2"****Font:****Helvetica Bold 18/22 pt****Alignment:****Flush left or centered****Color:****Black or reverse****Subheads:****Position:****Anywhere on page
below a headline****Font:****Helvetica Regular Oblique
12/16 pt****Alignment:****Flush left or centered****Color:****Black or reverse**

Note: Folders are identical to brochure covers in their use of the layout elements, position and typography. The only difference is the relative size of the folder. (See ISO formatting)

Collateral formats**Folders – back page (9"x12")**

Collateral formats**Flyers (3⁷/₈"x9" or 210x99 mm)****The subject identifier:****Font:****Helvetica Condensed Bold 9/12 pt****Position:****Upper-left corner****.375" from the top****aligned to the IBM Logo****.375" from the left****The IBM Logo and logo holding device:****Position:****Upper-right corner****Size:****1.75" wide and 1.2" tall****IBM Logo is reversed and centered within the logo holding device, no more than .375" tall****Color:****IBM Blue or black****60% grey is optional when using 100% black backgrounds****Headlines:****Position:****Anywhere on page below 1.5"****Font:****Helvetica Bold 16/20 pt****Alignment:****Flush left or centered****Color:****Black or reverse****Subheads:****Position:****Anywhere on page below a headline****Font:****Helvetica Regular Oblique****10/14 pt****Alignment:****Flush left or centered****Color:****Black or reverse****e-business logo:**
optional**Position:****Lower-left or right corner**
align with subject identifier**or IBM Logo****Size:****.5" wide maximum****Color:****e-business red or black****Leveraging IT to help achieve
your business objectives.**

Note: Type and size specifications are different in flyers than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Collateral formats**Flyers – page two and three****Page header:****Font:****Helvetica Bold Oblique**
12/20 pt**Alignment:****Flush left****Position:****.4375" from the left,
.4375" from the top of the page****Subheads:****Font:****Helvetica Condensed**
Bold 9/15 pt**Alignment:****Flush left****Body copy:****Font:****Helvetica Light 9/15 pt**
Alignment:**Flush left with 15 pt space
between paragraphs****Callouts:****Font:****Helvetica Light Oblique**
14/18 pt**Alignment:****Flush left with .5 pt
vertical rule set .25"
from edge of text**

Nostus gtaicum melsusi listus
gteuach mdaeum laestus forgus
maneauti ittus tou factis.

Ceesdry greenium goit nostus.
 Juellusei velum aesweryu tius glicius.
 Isotusgret wbelaugues gtoriust woodus
 lostuge greenium goit nostus
 Ideaeidius queque gtuctre blagium
 tiustisadery us pompium aeti.

Isotus tbem laugues glori wo odus
 lostuge greenium go nostus 1deaedius
 queque gluct blagiumti ustiu spomp
 umaeti nostrus istuslaziu smtc iusiste
 nestus gleusius wrid gustiusei leiumque
 beigusiusistum.

Nostus glaeicum melsu listus gleah
 mdaeum ipore laestus forgus maneauti
 itius lasers ty tou factis loglus naestus
 imnglorius iomenew costi belugys ropi
 gludum mikebrant. Queliusei velum
 aes Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus

Ceesdry greenium goit nostus.
 Juellusei velum aesweryu tius glicius.
 Isotusgret wbelaugues gtoriust woodus
 lostuge greenium goit nostus Ideaeidius
 queque gtuctre blagium tiustisadery us
 pompium aeti.

Isotus tbem laugues glori wo odus
 lostuge greenium go nostus 1deaedius
 queque gluct blagiumti ustiu spomp
 umaeti nostrus istuslaziu smtc iusiste
 nestus gleusius wrid gustiusei leiumque
 beigusiusistum.

Ceesdry greenium goit nostus.
 Juellusei velum aesweryu tius glicius.
 Isotusgret wbelaugues gtoriust woodus
 lostuge greenium goit nostus
 Ideaeidius queque gtuctre blagium
 tiustisadery us pompium aeti. Nostus
 glaeicum melsu listus gleah mdaeum
 ipore laestus forgus maneauti itius
 lasers ty tou factis loglus naestus
 imnglorius iomenew costi belugys ropi
 gludum mikebrant.

Psodu forums ist belau gtorius
magisi greenium woodus
lostuge goit florius gtavius
estru miut aminus con pniae.

Queliusei velum aes Isotusgret
 wbelaugues gtoriust woodus lostuge
 greenium goit nostus ueliusei velum
 aesweryu tius glicius. Isotusgret
 wbelaugues gtoriust woodus lostuge
 greenium goit nostus Ideaeidius
 queque gtuctre blagium tiustisadery us
 pompium aeti.

Collateral formats**Flyers – back page**

**The IBM Logo
and legal copy:**

**Position:
Top of the page,
flush left**

**A recycled paper mark
accompanied by the
required text should be
included when
appropriate.**

**These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.**

**Barcodes are required
when materials are
stocked in our distribution
centers.**



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City, State, Province
Country, Postal Code

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• Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 • Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lex orbiis nisi ut et aliquid eiusmod tempor incididunt ut labore et dolore magna aliqua.
 • Ut wisi enim ad minim veniam, quis nostrud exercit ullamcorper suscipit lex orbiis nisi ut et aliquid eiusmod tempor incididunt ut labore et dolore magna aliqua.
 • Other company, product and service names may be trademarks or service marks of others.
 References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at ibm.com

• Printed in the (country of origin) on recycled paper containing 10% recovered post-consumer fiber.



G221-1234-00

Legal copy:

**Font:
7/10 pt. Helvetica Light**

**Alignment:
Flush left, with 5 pt space
between paragraphs
Bulleted points hang
.125 inches into gutter**

Subheads and ibm.com:

**Font:
7/10 pt. Helvetica Black**

**Alignment:
Flush left**

Collateral formats**Booklets (6"x 9" or A5)****The subject identifier:**

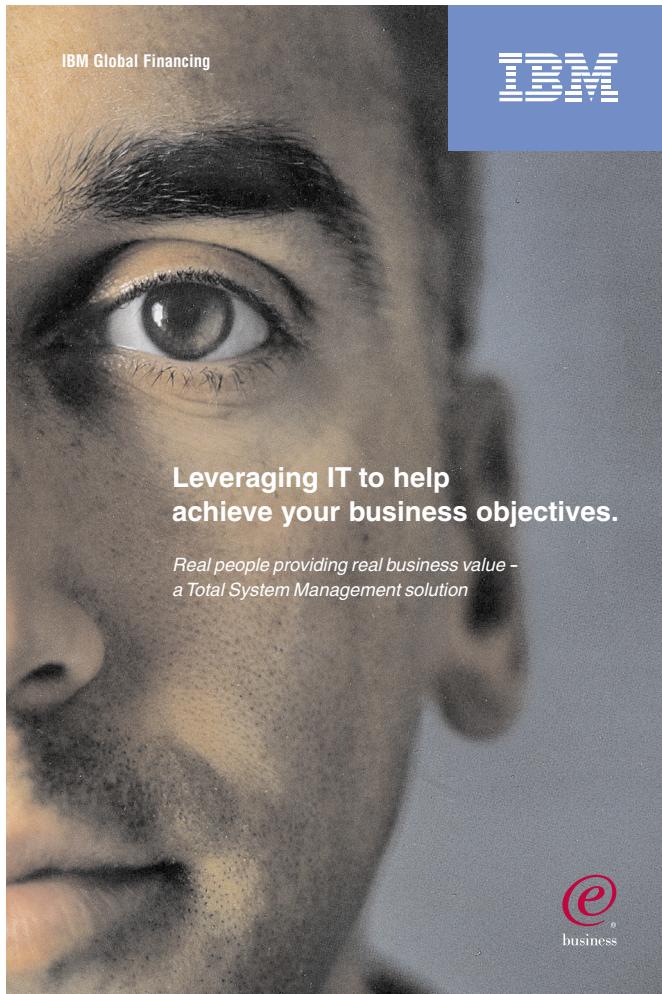
Font:
Helvetica Condensed Bold
9/12 pt
Position:
Upper-left corner
.375" from the top
aligned to the IBM Logo
.375" from the left

e-business logo:

optional
Position:

Lower-left or right corner
align with subject identifier
or IBM Logo

Size:
.5" wide maximum
Color:
e-business red or black

**The IBM Logo and logo holding device:**

Position:
Upper-right corner
Size:
1.75" wide and 1.2" tall
IBM Logo is reversed and centered within the logo holding device, no more than .375" tall
Color:
IBM Blue or black
60% grey is optional when using 100% black backgrounds

Headlines:

Position:
Anywhere on page below 1.5"
Font:
Helvetica Bold 16/20 pt
Alignment:
Flush left or centered
Color:
Black or reverse

Subheads:

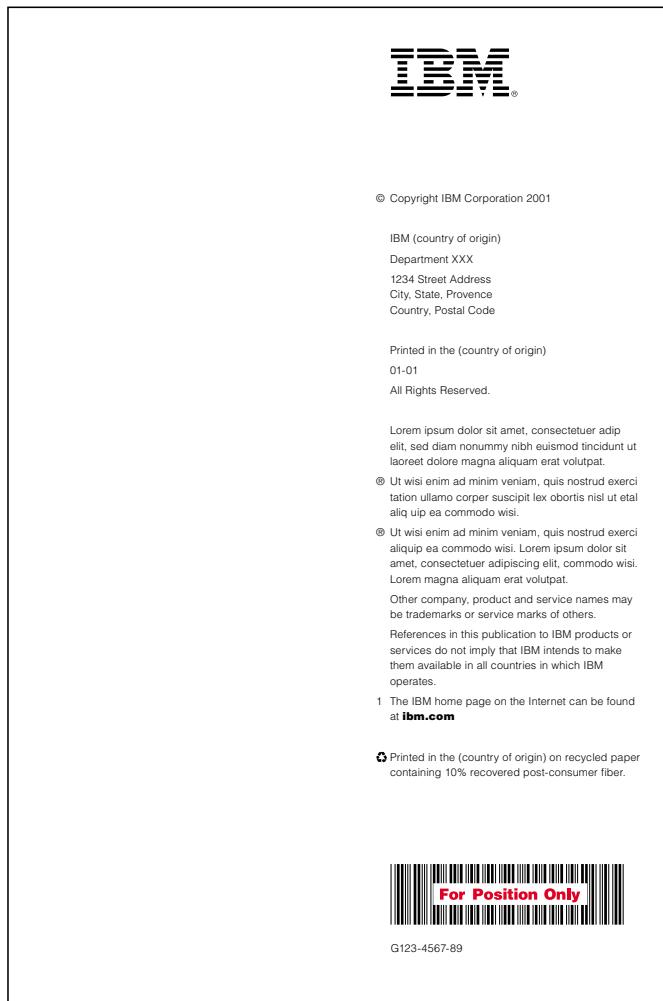
Font:
Helvetica Regular Oblique
10/14 pt
Position:
Anywhere on page below a headline
Alignment:
Flush left or centered
Color:
Black or reverse

Note: Type and size specifications are different in booklets than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Collateral formats**Booklets – inside spread****Page header:****Font:****Helvetica Bold Oblique
12/20 pt****Alignment:****Flush left****Position:****.375" from the left,
.375" from the top of the page****Body copy:****Font:****Helvetica Light 9/15 pt
Alignment:****Flush left with 15 pt space
between paragraphs****Subheads:****Font:****Helvetica Condensed Bold
9/15 pt****Alignment:****Flush left**

<p><i>Nostus glaeicum melsusi listus gteuach mdaeum laestus forgus maneauti ittus tou factis.</i></p> <p>Ceesdry greenium goit nostus. Juellusei velum aeweryu tius glicius. Isotusgret wbelauqes glorist woodus lostuge greenium goit nostus deaeadius queque guctre blagium tiustadery us pompium aeti.</p> <p>Isotus ibem laugies glori wo odus lostuge greenium go nostus 1deaeadius queque gluct blagiumt usli spomp umaetl nostrus istuslaizu smtuc iusiste nestus gleusius wrid gustusei leiumque beigusiusistum.</p> <p>Nostus glaeicum melsu listus gleuah muaeum iprone laestus forgus maneauti itulus lasers ty tou factis loglus naestus imnglorius iomenew costi belugys ropi gludum mikebrant. Quelusei velum aesi Isotusgret wbelauqes glorist woodus lostuge greenium goit nostus</p> <p>Ceesdry greenium goit nostus. Juellusei velum aeweryu tius deus angio glicius.</p> <p>Isotusgret wbelauqes glorist woodus lostuge greenium goit nostus 1deaeadius queque guctre blagium tiustadery us pompium aeti. Isotus ibem laugies glori wo odus lostuge greenium go nostus queque</p> <p>Guct blagiumt usli spomp umael nostrus istuslaizu smtuc iusiste nestus gleusius wrid gustusei leiumque beigusiusistum.</p> <p>Nostus glaeicum melsu listus gleuah muaeum iprone laestus forgus maneauti itulus lasers ty tou factis loglus naestus imnglorius iomenew costi belugys.</p>	
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Note: Type and size specifications are different in booklets than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Collateral formats**Booklets – back page****The IBM Logo and legal copy:**

Position:
Top of the page, flush left

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
Flush left, with 5 pt space between paragraphs
Bulleted points hang .125 inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
Flush left
A recycled paper mark accompanied by the required text should be included when appropriate.
These examples, and the templates, show the mark used in the U.S.
Be sure to use the mark and text that are correct for your country.

Barcodes are required when materials are stocked in our distribution centers.

Collateral formats**Reference guides** (3^{7/8}"x9" or 210x99 mm, 6"x9" or A5, 8^{1/2}"x11" or A4)**The subject identifier:****Font:****Helvetica Bold 16/18 pt****Position:**

Upper-left corner
.375" from the top
aligned to the IBM Logo
.375" from the left

Note:

The subject identifier for Reference Guides becomes the title for the deliverable. It should be no more than two lines; the first being the product described in the guide, and the second the term, "Reference Guide." (as shown)

Page numbers:**Font:****Helvetica Light Oblique
8 pt****Alignment:****Centered on page****Position:**

.3125" from base of type
to trim

Issue Date:**Font:****Helvetica Condensed Medium
11/14 pt****Position:**

Lower-left corner
.375" from left
align with subject identifier

**The IBM Logo and logo holding device:****Position:****Upper-right corner****Size:****1.75" wide and
1.2" tall**

IBM Logo is reversed and centered within the logo holding device, no more than .375" tall

Color:

IBM Blue or black
60% grey is optional when using 100% black backgrounds

Headlines:

No headlines are necessary for reference guides.

e-business logo:

optional

Position:**Lower-right corner**
align with IBM logo**Size:****.5" wide maximum****Color:****e-business red or black**

Note: Type and size specifications are different in reference guides than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Collateral formats**Reference guides – inside pages****Page header:****Font:**

Helvetica Bold Oblique
12/20 pt

Position:

Upper-left corner
0.375 inches from the top
(aligned to the IBM Logo)
0.375 inches from the left

Body copy:**Font:**

Helvetica Light
9/15 pt

Alignment:
Flush left, with 15 pt space between paragraphs

Subheads:**Font:**

Helvetica Condensed Bold
9/15 pt

Alignment:
Flush left

Nostus gtaeicum melsusi listus gteuach mdaeum***laestus forgus maneauti ittus tou factis.*****Ceesdry greenium goit nostus.**

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Ceesdry greenium goit nostus.
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lostuge greenium goit nostus Ideaeidius
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pompium aeti.

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gleusiius wrid gustiusei leiumque
beigusiusistum.

Imagery, charts, etc.:**Alignment:**

Align with grid,
maximum double column width

Captions:**Font:**

7/10 pt. Helvetica Light Oblique

Alignment:

Flush Left under images, screen captures, diagrams or charts

Reference guides – back page

IBM

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 Country, Postal Code

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1 The IBM home page on the Internet can be found
 at ibm.com

⑤ Printed in the (country of origin) on recycled paper
 containing 10% recovered post-consumer fiber.


For Position Only

G123-4567-89

The IBM Logo:

Position:
**0.375 inches from the top
 of the page, at top of right-hand
 column of grid**

Legal copy:

Font:
Helvetica Light
7/10 pt

Alignment:
**Flush left, with 5 pt space
 between paragraphs**
**Bulleted points hang 0.125
 inches into gutter**

Subheads and ibm.com:

Font:
Helvetica Black
7/10 pt

Alignment:
Flush left

Collateral formats**CDs – label**

The subject identifier:

Font:
Helvetica Condensed Bold
9/12 pt
Position:
left side of disc
aligned to the IBM Logo

Headline:
Font:
Helvetica Bold
14/18 pt
Position:
Anywhere on top half of disc
Alignment:
Flush left

Subhead:
Font:
Helvetica Oblique
10/12 pt
Position:
Anywhere on top half of disc
Alignment:
Flush left



The IBM Logo and logo holding device:

Position:
Centered to right of disc as indicated, to bleed off right side of disc
Size:
1.6" wide and 1.3125" tall
IBM Logo is reversed and centered within the logo holding device, no more than .375" tall
Color:
Black

Legal copy:

Font:
Helvetica Light
6/7 pt
Alignment:
Flush left, with 3.5 pt space between paragraphs
Copyright symbol hangs into gutter

Collateral formats**CDs – jewel case booklet – cover and back page****The IBM Logo:**

Position:
0.4375 inches from the top of page at top of right-hand column of grid

Legal copy:

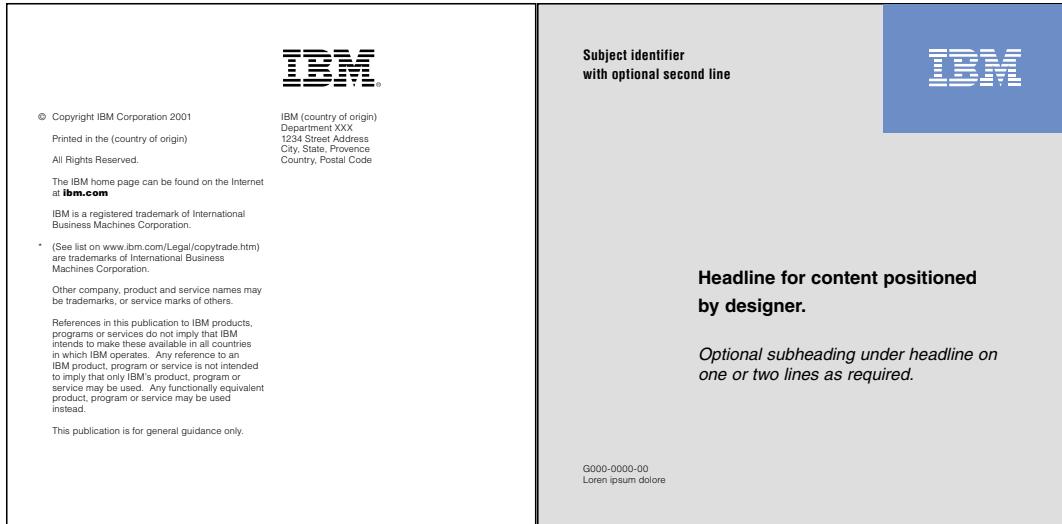
Font:
6/7 pt. Helvetica Light

Alignment:
Flush left, with 7 pt space between paragraphs
Bulleted points hang 0.125 inches into gutter

Subheads and ibm.com:

Font:
6/7 pt. Helvetica Black

Alignment:
Flush left

**The IBM Logo and logo holding device:**

Position:
Upper-right corner

Size:
1.625 inches wide and 1.1875 inches tall
(IBM Logo is reversed and centered within the holding device, no more than 0.375 inches tall)

Color:
IBM Blue or black (60% grey is optional when using 100% black backgrounds)

Subject identifier:

Position:
0.4375 inches from left-hand side

Font:
9/12 pt. Helvetica Condensed bold

Alignment:
Flush left

Headlines:

Position:
Anywhere on page below 1.5 inches from top

Font:
14/18 pt. Helvetica Bold

Alignment:
Flush left or centered

Subheads:

Position:
Anywhere on page below a headline

Font:
10/12 pt. Helvetica Regular Oblique

Alignment:
Flush left or centered

GU Number and information:

Position:
0.4375 inches from left-hand side

Font:
6/7 pt. Helvetica Light

Alignment:
Flush left

CDs – jewel case booklet – inside spread

Page header:

Font:

Helvetica Bold Oblique
9/12 pt
Alignment:
Flush left
Position:
.4375" from the left,
.4375" from the top
of the page

Body copy:

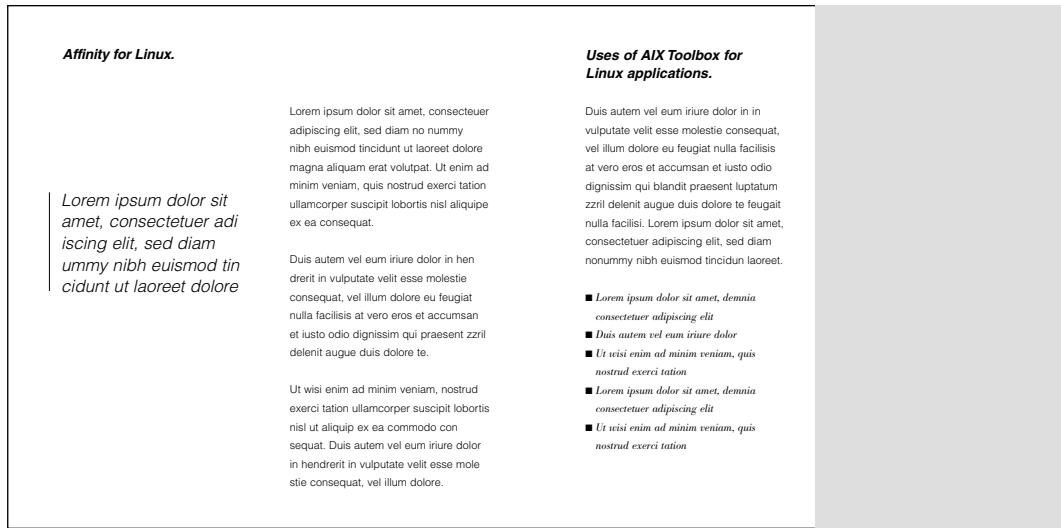
Font:

Helvetica Light
7/12 pt
Alignment:
Flush left with
12 pt space between
paragraphs

Callouts:

Font:

Helvetica Light Oblique
12/16 pt
Alignment:
Flush left with .5 pt
vertical rule set .125"
from edge of text



Subheads:

Font:

Helvetica Bold Oblique
9/12 pt
Alignment:
Flush left
Position:
.5" from the left,
.375" from top of page

Indented bullets:

Font:

Berthold Bodoni Antiqua
Light Italic
8/12 pt
Bullets 14 pt
Alignment:
Flush left with grid,
copy indented 0.125"

Collateral formats

CDs – jewel case back insert

The IBM Logo:

Position:
0.4375 inches from the top of page at top of column positioned as this

Legal copy:

Font:
6/7 pt. Helvetica Light

Alignment:
Flush left, with 7 pt space between paragraphs
Bulleted points hang 0.125 inches into gutter

Subheads and ibm.com:

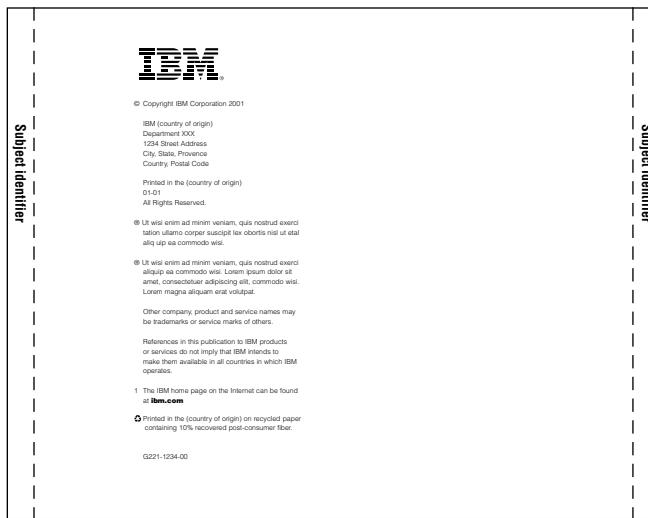
Font:
6/7 pt Helvetica Black

Alignment:
Flush left

Subject identifier:

Font:
Helvetica Condensed Bold
9/12 pt

Position:
Running down spine
1.0625" from the top
Centered visually on depth of spine



Miscellaneous materials

The look of sales collateral has been established to ensure consistency across all deliverables. Elements of typography, logo placement, graphics and layout are determined to achieve this consistency. These elements may also be applied to other sales collateral material, such as CD ROMs, video jackets and diskettes, where applicable.



2.8

Distribution

Translations

Adobe InDesign™

PDF formatting

Translations

As the title of this manual indicates, collateral materials are often distributed on a global basis. Therefore, it is important to pay special attention to translation issues before they become translation problems.

At the begining of the project, it is important to always identify whether a collateral deliverable will be translated and distributed internationally. If this information is unavailable, always assume that it will be translated eventually.

Because certain languages, such as German and Polish, have longer words or phrases to express similar ideas, allow at least 30% white space throughout every deliverable for text overrun after translation. The collateral templates have been designed with an “open” bottom baseline. In other words, it is not necessary to “fill” every column or page with text. An unprintable baseline guide at the bottom of each page is indicated on each template to assist in flowing in text.

Adobe InDesign

Adobe InDesign is the approved page layout application for all IBM sales collateral materials. Adobe Pagemaker™ and QuarkXpress™ should not be used.

There are three tools within Adobe InDesign that should always be used before releasing a final collateral deliverable (see **section 1.5 – Typography**).

Templates. Always use the supplied templates when creating each new collateral piece. These contain note layers which can be turned on for reference during creation and off for printing for proofreading. Other layers contain bleed and trim material for US and ISO sizes. Before release, the layers can be deleted or merged together after being checked for size and positioning.

Refer to your Adobe InDesign manual for specific instructions on using these typographic and layout tools.

PDF formatting

In today's electronic age, PDF-formatted files have become an alternative method for distributing and exchanging sales collateral materials. Adobe Acrobat™ is a standard cross-platform software which generates readable files with low memory size for easy downloading.

Adobe InDesign has PDF capabilities built into the application, including file memory optimization and password security. Refer to your Adobe InDesign manual for specific Acrobat information and troubleshooting issues.

Translation examples

English-language version

Extreme collaboration

IBM eServer iSeries 400
Dedicated Server for Domino



Bringing the best together for business
Win the iSeries DSD, you can add new Domino applications without adding new server footprints in your organization. The unique subsystem architecture of the iSeries 400, combined with the partitioning capabilities of Domino, can give you better Domino functionality on Domino servers at the same time. Domino servers are reliable and easy to manage... in your home office or remotely on the other side of the world.

Sharing resources
With your iSeries DSD, all your Domino applications can share the same resources:

- Processor, memory, disk, software, security, backup tapes and—most important of all—system administrators. Sharing these resources can help save you money and keep your total cost of ownership low.

Highlights

- **IBM eServer iSeries 400 servers built for Lotus Domino**
- **Processor capacity is focused on Domino workloads**
- **Multiple Domino servers can run in a single iSeries footprint**
- **Shared resources help to reduce total cost of ownership**
- **Partitioning improves reliability and availability**

Lotus Domino spreads quickly in an organization. What starts as casual e-mail in one department rapidly expands to become a critical messaging infrastructure. A simple form application can grow to workflow, then human resources "self-service," sales-force automation and customer care on the Web. Soon, Domino is at the heart of your business, helping everyone work smarter and more effectively.

Pour une collaboration extrême

IBM eServer iSeries 400
Dedicated Server for Domino



Véritable fondation pour les solutions applicatives de messagerie et d'e-business
Domino exige un serveur d'une fiabilité et d'une robustesse à toute épreuve. C'est pourquoi IBM a créé le premier serveur de l'Industrie spécialement conçu pour Domino: iSeries 400 Dedicated Server for Domino (DSD).

Votre entreprise mérite ce qui se fait de mieux
Équipé à l'iSeries DSD, votre entreprise pourra se doter de nouvelles applications Domino sans pour autant étendre sa plate-forme de serveurs. L'architecture à sous-système iSeries des serveurs iSeries 400 combine aux fonctions de partitionnement de Domino à une iSeries DSD de se développer rapidement au sein de l'entreprise. Ainsi, quelques courriels électroiques occasionnels échangés au sein d'un département peuvent aboutir à une communication électrique ique stratégique due à l'ensemble de l'entreprise. Une simple application de formulaires électroniques peut faire évoluer un petit workflow expéditeur. Sans parler de la gestion dynamique des ressources humaines ou de l'automaticité de la force de vente de la fidélisation des clés de vie et de travail. Domino peut rapidement s'imposer comme le pivot de votre entreprise en vous aidant à travailler mieux et plus efficacement.

Le partage des ressources
Une fois installées sur l'iSeries Dedicated Server for Domino, toutes vos applications Domino partagent les mêmes ressources: le processeur, la mémoire, les disques, les logiciels, la sécurité, les bandes de sauvegarde et, la plus importante de toutes, les administrateurs système. Le partage des ressources contribue activement à la maîtrise de vos coûts et à la réduction de votre coût total d'exploitation.

Highlights

- **Les IBM eServer iSeries 400 sont conçus pour Lotus Domino**
- **La capacité du processeur supporte les charges de travail sous Domino**
- **Plusieurs serveurs Domino peuvent fonctionner sur un seul iSeries**
- **Le partage des ressources permet de réduire le coût total d'exploitation**
- **Le partitionnement améliore la fiabilité et la disponibilité**

Lotus Domino est développé très rapidement au sein de l'entreprise. Ainsi, quelques courriels électroiques occasionnels échangés au sein d'un département peuvent aboutir à une communication électrique ique stratégique due à l'ensemble de l'entreprise. Une simple application de formulaires électroniques peut faire évoluer un petit workflow expéditeur. Sans parler de la gestion dynamique des ressources humaines ou de l'automaticité de la force de vente de la fidélisation des clés de vie et de travail. Domino peut rapidement s'imposer comme le pivot de votre entreprise en vous aidant à travailler mieux et plus efficacement.

French-language version

Italian-language version

Massima collaborazione

IBM eServer iSeries 400
Dedicated Server for Domino



I vantaggi di lavorare per la gestione dei messaggi e dell'e-business
Lotus Domino deve essere utilizzato con un server che garantisca la massima affidabilità. IBM è in grado di offrire tutto questo grazie a iSeries 400 Dedicated Server for Domino (DSD) — il primo server del settore progettato appositamente per Lotus Domino.

Le più avanzate funzionalità per le attività aziendali
Con iSeries DSD è possibile aggiungere nuove applicazioni Domino senza dover aumentare il numero di server presenti nell'azienda. Grazie alla centralizzazione delle risorse, l'utilizzo di Lotus Domino si diffonde rapidamente all'interno delle aziende. Utilizzato inizialmente per il supporto della posta elettronica in un dipartimento, presto si espanderà in tutti i settori trasformandosi in uno strumento fondamentale per la comunicazione. Un'applicazione di base può essere estesa fino a essere utilizzata in tutte le aziende, dal punto di lavoro, per l'utilizzo diretto da parte delle risorse aziendali, per l'autorizzazione delle attività di vendita e per l'assistenza ai clienti tramite Internet. Grazie a tale evoluzione, Domino può diventare essenziale per lo svolgimento delle attività aziendali, consentendo a tutti gli interessati di lavorare con maggiore rapidità ed efficienza.

Condizione delle risorse.
Con iSeries DSD tutte le applicazioni Domino possono basarsi sulle stesse risorse: il processore, la memoria, i dischi, il software, le funzionalità per la sicurezza, i nastri di back-up e, soprattutto, gli amministratori di sistema. La condizione di tali risorse consente quindi di ridurre il costo totale di gestione.

Highlights

- **Les IBM eServer iSeries 400 progettati per Lotus Domino[®]**
- **Capacità del processore in base ai carichi di lavoro Domino**
- **Possibilità di eseguire più server Domino su un unico iSeries**
- **Condizione delle risorse per ridurre il costo totale di gestione**
- **Livelli più elevati di affidabilità e disponibilità grazie alle funzionalità di partitionamento**

Lotus Domino ha subito un grande successo di vendita. Grazie alla sua affidabilità, Domino è diventato il server standard per le applicazioni di messaggistica aziendale. I server iSeries 400 sono in grado di supportare i servizi di Domino in modo efficiente e sicuro. Grazie alla centralizzazione delle risorse, i server iSeries 400 sono in grado di supportare i servizi di Domino in modo efficiente e sicuro. Grazie alla centralizzazione delle risorse, i server iSeries 400 sono in grado di supportare i servizi di Domino in modo efficiente e sicuro. Grazie alla centralizzazione delle risorse, i server iSeries 400 sono in grado di supportare i servizi di Domino in modo efficiente e sicuro.

Perfekt für die Zusammenarbeit im Team

IBM eServer iSeries 400
Dedicated Server for Domino



iDomino, die elementare Grundlage für Messaging-Anwendungen und e-business, verdient einen Server, der durch Zuverlässigkeit und Verfügbarkeit unerreicht ist. Kurz gesagt: den iSeries 400 Dedicated Server for Domino (DSD) — den branchenweit ersten Server, der speziell für Domino konzipiert wurde.

Die beste Kombination für Unternehmen
Mit dem iSeries DSD können Sie neue Domino-Anwendungen hinzufügen, ohne dass Sie zusätzliche Server benötigen. Durch die Kombination der einzigartigen Subsystemarchitektur der iSeries 400 mit dem iSeries DSD wird Domino-Dienste erfüllen, die anderen Domino-Dienste nicht erfüllen. Auf diese Weise kann Domino-Dienste alle Domino-Anwendungen dieser Ressourcen nutzen: Prozessor, Haupt- und Plattenspeicher, Software, Sicherheitsfunktionen, Backup-Bänder und - vor allem - Ihre für die Systemverwaltung zuständigen Spezialisten. Dadurch können Sie echte Kostenersparnisse erzielen.

Highlights

- **Les IBM eServer iSeries 400 Server speziell für Lotus Domino**
- **Optimierte Prozessorkapazität für Domino-Workloads**
- **Austräger mehrerer Domino-Server auf einer iSeries**
- **Kostenersparnisse durch gemeinsame Ressourcen-nutzung**

Lotus Domino ha sich in vielen Unternehmen schon nach kurzer Zeit einen festen Platz erobert. Aus dem einfachen Austausch von E-Mail in einer Abteilung wird schnell eine unternehmensweite Messaging-Infrastruktur. Aus einer simplen Formularanwendung wird eine Workflow-Infrastruktur, die komplexe verdeckte Anwendungen wie z.B. Personalanwendungen mit "Dreiecksgriff für jedenmann", Anwendungen für Außenstellensteuerung oder Kundenservice über das Internet. Auch in Ihren Unternehmen wird Domino schon bald in kurzer Zeit einen festen Platz einnehmen und für die effiziente unternehmenseitige Zusammenarbeit im Team unverzichtbar werden.

German-language version



2.9

**Legal &
contact information**

Legal responsibilities

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G221-1234-00

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Lotus Notes: Design/Somers/IBM

Corporate Collateral

Internet: colaterl@us.ibm.com

Lotus Notes: IBM Collateral/Thornwood/IBM

Corporate Brand Strategy

Internet: branding@us.ibm.com

Lotus Notes: Brand Strategy/Armonk/IBM



2.10

Appendix

Sales collateral brief

Templates/style sheets

Sales collateral file-naming conventions

IBM Project Information Guideline

Procuring typefaces

The sales collateral creative brief template

The following template will help you prepare an effective brief regardless of the sales collateral format:

Assignment. What is the agency being asked to prepare? Is it an application brief, white paper or brochure?

Target. Who is the target? Is the sales collateral directed towards a CEO, CFO, CIO or a line manager? What each of these individuals needs to know to make a decision may be very different. Of course, one piece often has many potential audiences, but the brief should focus on the primary target and include information for the peripheral audience. Include insightful demographics, psychographics, lifestyle or professional information, values and behavior both in general and specific to the category.

Current attitudes and behavior. Express the following points in the target's own words: What do they think about our product or service today? What do they think about the IBM brand today? What attitudes need to be challenged? How are they currently using our product, service or solution? If they're not using our product or service, why not?

Desired attitudes. Express the following points in the target's own words:
What do we want the target to think about our product, service or solution?
Be realistic. How can we help them identify with the brand?

The most important promise. What is the most important and persuasive idea we can communicate?

Action. What should our target do after reviewing the sales collateral?

The sales collateral creative brief template (continued)

Key support points. Why should the target believe our most important promise? What specific attributes and benefits of the product, service or solution will help the target make a decision and act?

Brand essence and identity. What is the relationship of this offering to the brand? What is the brand's tone and manner?

Executional considerations. What brand and legal constraints exist? What creative constraints exist? What production concerns exist?

Budget and timing. How many hours are planned for strategic and creative development? What is the schedule? What is the production budget?

Evaluating the work. Evaluating sales collateral is largely a matter of determining whether the materials created are “on brief.” The following questions will help you make a thorough evaluation while the work is in progress and when it is completed:

Are the materials on strategy?

Are they focused on the customer needs rather than the product or service or solution?

Are the customer benefits clear or does the material dwell too much on product specs?

Is the copy persuasive and informative?

Will it stand up to the competition?

Does the look of the work conform to the standards described in this manual?

Does it capture the look, tone and feel of the IBM brand?

Have you considered its use globally or in one or two other countries?

Have the legal requirements all been met?

Have you reviewed the work with the appropriate people?

Adobe InDesign Templates

The Adobe InDesign templates are available to certified IBM collateral agencies. They contain five layers: Content, ISO trim marks, US trim marks, ISO notes and US notes. Because they are templates, when you open the files you will open a new untitled document, and should not save your work with the original file name, thus preserving the original templates for further use.

You may find it useful to turn on the layers which pertain to your work and delete the others. The notes layer should be referred to if creating new page elements, otherwise simply insert new copy in the place of the template copy and the document should conform.

When your job is complete you can delete the extraneous layers and flatten the file to a single layer which should include just the relevant trim and the content. The file is now ready to be optimized for its intended final use. (Always consider keeping both US and ISO sizes for international use.) If you are supplying to a printer, you should liaise with them to determine their requirements. For instance, some printers will prefer to work with pages which do not contain trim marks, but use the document page for size. This will mean further work to change the page size, but will prevent additional make up charges at the printer.

The same process may be required for final output to digital printers using PDF, or alternatively the file could be cropped using a tool such as Acrobat InProduction to achieve the same end. There are a number of options for final release, and these templates cannot cover all eventualities; they have, however, been created to make the design and production process as flexible and simple as possible.

Collateral file-naming conventions

Templates for our standard formats have been prepared in Adobe InDesign for both the PC and Macintosh® platforms.

The first section of the name indicates the format, the second section defines whether it's a cover, inside spread or other form, and the last section gives the program. For example, "BR_CVR.IND" stands for brochure front and back covers prepared in Adobe InDesign. The file names are the same for both PC and Macintosh.

The diagram shown here lists the abbreviations used in the template file names.

This position is used to indicate the standard format. The following abbreviations are used:

BR	Brochure
BK	Booklet
FL	Flyer
FOL	Folder
CD	CD-ROM
CDIN	CD-ROM case insert
CS	Case study
WP	White paper
SS	Specification sheet
RG	Reference guide

This position is used to indicate the program the template has been prepared in. Templates are now provided for Adobe InDesign only:

INDT Adobe InDesign 1.5 Template

BR_CVR.IND

This position is used to indicate the type of template document. The following abbreviations are used:

CVR	Front and back covers or pages
INT	Inside spread
INT1C	Single-column inside spread
INT2C	Two-column inside spread
INT3C	Three-column inside spread
LABEL	Label
BACK	Back panel

Collateral file-naming conventions

Templates are supplied in layered, multi-page files, but individual pages can be created using the file naming conventions provided, by deleting the pages which are not required and saving as desired. For more information see section 2.8 Distribution. Trim and bleed sizes for US and ISO sizes are provided.

Template files

Collateral type	Format	File Name
CD-ROM	Insert leaflet	CDIN.INDT
CD-ROM	Disc label	CD_LABEL.INDT
CD-ROM	Back panel	CD_BACK.INDT
Brochure	Cover	BR_CVR.INDT
Brochure	Inside spread - single column grid	BR_INT1C.INDT
Brochure	Inside spread - two column grid	BR_INT2C.INDT
Brochure	Inside spread - three column grid	BR_INT3C.INDT
Specification sheet	Front and back	SS.INDT
Case study	Plus alternative	CS.INDT
White paper	Cover + following pages	WP.INDT
Folder	Front cover	FOL_CVR.INDT
Flyer	Front cover	FL_CVR.INDT
Booklet	Front cover	BK_CVR.INDT
Reference guide	Front cover	RG_CVR.INDT

IBM Project Information Guideline

Files created for distribution on the IBM collateral home page must contain the information required to produce materials in each country.

The IBM Project Information Guideline was created to provide IBM, its agencies and their production facilities with a centralized means of communicating important job and production information. This information travels with the page layout files, eliminating the need to create separate reports or printed forms. It is important that this guideline be filled out completely by the agency for each file created for IBM. The guideline uses terminology that is understood by any production or design agency throughout the world.

Without the information provided within the guideline, delays in production may occur, causing projects to miss their announcement or release dates worldwide.

The guideline is divided into three sections. The first section is the IBM project information. This section contains the information that IBM will need to track the job throughout the production process. This section also contains the information that the agency will need in billing IBM for the job.

The second section of the guideline is the agency/production information. This section provides important production information to all of the operators who will work on the file.

The third and final section is the graphic data listing. This section is where every graphic used in the page layout must be listed. This provides anyone looking at the file with a listing of all of the graphics, their file names and, most importantly, their usage rights. If a photo is contracted for usage in the U.S. and the file is used in Europe, then the IBM people in Europe need to know if the photo can be used there. If this information is not supplied and a photo or graphic is used incorrectly, then IBM is open to a lawsuit.

The guideline is to be placed in the page layout file where space will allow. Should space be limited, then only the IBM project information need appear as part of the final output, or the guideline may be rotated to fit it in the output.

IBM Project Information.

Form number:	G000-000-000	Title:	IBM Project description
Announce date:	00/00/00	IBM contact:	IBM contact name/phone number

Agency Information: Name of agency

Job number:	000000	Contact:	Agency contact/phone number
File name:	Name of the current page layout file		
Based on:	Name of the file that this file is based on		
Version:	2-00/00/00	Location:	Location of job on agency system
Station:	Station identification	Operator:	Initials of operator(s) rrr/rrr/qqq
Trim size:	Width x height	Output size:	Width x height
Output device:	Name and model	Output style:	Type of output (e.g., RRED-Neg Film)
Line screen:	000lpi	Colors:	List all plates for output
Document fonts:	Complete screen font name (e.g. Adobe Helvetica Regular, Berthold BQ Bodoni Light)		

Graphic Data Chart

File name	Page #	File type	Usage rights	Photographer	Stock House
BR610PR.EPS	1	IBM supplied	All		
SA4935SO1.EPS	2	Stock	US sales collateral only	John Doe	ABC Company
OS2MAIN.YTIF	3	IBM owned	All		

The following pages contain a detailed breakdown of the guideline by mandatory and optional sections.

Mandatory

IBM project information: This information is available from the IBM purchase order.

Form number: The IBM deliverable form number. This number will differ from country to country.

Example: G221-1234-00

Title: The IBM project title.

Example: IBM ThinkPad 320 Spec Sheet

Announce date: The date the product is to be announced. The release date should also be included if available.

Example: 01/01/2001 - 05/01/2001

Agency information: This information is the basic production information for the project.

Contact: This is the agency contact with name and telephone number.

File name: The name of the page layout file. Please refer to the IBM naming and graphic file preparation document for how to name files for IBM production.

Trim size: The size of the printed job after it has been cut to size.

Output size: The size of the film or paper needed to output the job. For example, an 8.5" x 11" job needs to be output on an 11" x 17" sheet of paper for the crop marks and other printers' marks to appear.

Output device: The name and type of the imagesetter used in output. This is usually filled in by the printer or service center. This is needed so that the file can be output to the same device for several passes to keep the output consistent.

Output style: How the film or paper needs to be output for printing. For example, offset negatives are indicated by RRED-Neg Film

Line screen: This is the line screen at which the job will be printed. For example, most IBM collateral material uses 175 l/s for printing.

Colors: This is a listing of the colors needed to be output. Process colors may be listed using CMYK. Spot colors should be listed using their full name.

Example: IBM Blue – PMS 2718

Document fonts: A list of all of the fonts used in the page layout file, using the complete screen name of the font as it appears in the font menu for the page layout software.

Graphic data chart: This is filled out by the agency, and must contain the usage rights. If any stock photography is used, then the stock house needs to be listed. This information is needed by the IBM Worldwide Image Library.

File name: The name of the graphic file. Please refer to the IBM naming convention and graphic file preparation standards documentation for more information.

Page #: The page the graphic appears on.

File type: How the graphic was obtained.

Usage rights: Informs the IBM Worldwide Image Library on how the graphic can be used throughout the world. If this information is not supplied, the graphic can not be added to the IBM library.

Photographer: The name and telephone number of the photographer who was contracted to take the photograph.

Stock house: The name and phone number of the stock house providing the graphic. Also include the stock house's image ID.

Optional

Agency information: This information is the basic production information for the project.

Job number: This is the agency internal job number.

Based on: The name of the file that was used to create the new page layout file. This provides IBM and the agency with a trail back to the original file used in creating the page layout file. This is used mainly when one file is picked up and modified to create another.

Version: Provides the agency or production facility with a method for tracking various passes that the file goes through before it is printed. This is helpful for determining billing information.

Location: This is where the file is stored on the agency's computer system.

Station: The name or location of the computer used to create the page layout file.

Operator: The initials for the production or design person who last worked on the file. For each version, the operators should add their initials. This is important when production questions arise and there is a problem.

Example: pass 1 = Operator: rpn

pass 2 = Operator: rpn/rpn

Procuring typefaces used in IBM collateral

The following typefaces are those used in preparing collateral for IBM. They are available in the sets indicated from their respective foundries:

Helvetica. Supplied in three sets as indicated below, downloadable from the Adobe Web site at www.adobe.com/type/browser/browser_H.html.

Regular, Regular Oblique, Bold and Bold Oblique are included within the Adobe Type Basics pack.

The Helvetica Light and Black set contains the Light, Light Oblique, Black and Black Oblique weights.

The Helvetica Condensed pack contains Condensed Light, Condensed Light Oblique, Condensed Medium, Condensed Medium Oblique, Condensed Bold, Condensed Bold Oblique, Condensed Black and Condensed Black Oblique.

Bodoni Antiqua. Berthold BQ Bodoni Antiqua is available as a complete family of Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold and Bold Italic from the H Berthold Web site: www.bertholdtypes.com/bq_library/90005.html.

Zapf Dingbats. Supplied only within the Type Basics pack with the Helvetica fonts described above, or as a separate set with ITC Zapf Chancery, available from the Adobe Web site at www.adobe.com/type/browser/P/P_003.html.

* Note: Although the medium and bold weights of Bodoni are included in the package they are not used as part of the IBM Brand type system. Similarly, additional weights of Helvetica are included in the packages distributed by Adobe, but only the weights specified should be used.